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**Job Location: Kiambu**

**Position: Digital Marketing Assistant**

**Supervisor: Digital Marketing Administrator**

**Industry: Real Estate**

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### **Role Purpose**

We have an opportunity for a digital marketing specialist who will join our marketing team and support/ assist in planning, execution, and monitoring of our digital marketing activities to grow our online presence.

### **Main Responsibilities**

- Create engaging content for social media platforms (Facebook, Instagram, TikTok, X).
- Design professional graphics and marketing materials aligned with brand guidelines.
- Schedule and manage content calendars across social media platforms.
- Grow followers, engagement, and reach organically.
- Support Google Marketing activities (Google Ads, SEO basics, analytics tracking).
- Monitor social media performance and prepare simple performance reports.
- Support website updates and advert postings.
- Ensure brand consistency across all digital platforms.
- Respond to inquiries on our products and services from interested customers.

### **Key Competencies**

1. Strong communication and interpersonal skills.
2. Ability to prioritize tasks and manage time effectively.
3. Analytical and problem-solving skills.
4. Team player with a positive attitude and willingness to learn.
5. Great sales and negotiation skills

### **Qualifications**

- Bachelor's degree in Business Administration, Sales and Marketing or a related course.
- Experience: 1–3 years of proven experience in a digital marketing or social media role.

- IT proficient (proficient in MS Word, Excel and PowerPoint)
- Strong graphic design skills (Canva, Adobe Suite or similar tools)
- Experience with Google Marketing tools (Google Ads, Google Analytics)
- Strong understanding of social media platforms and trends